



WJLA  
1100 Wilson Blvd 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007

## Contract # 192768

**Schedule Dates** 08/04-12-08/17/12  
**Advertiser** Obama for America/D (9323)  
**Agency/T-code** Greer Margolis & Mitchell (GMMB) (2116)/ELECTR  
**Product** Political-Political (1088)  
**Brand** OFA Sked C 8/4-8/17 (70596)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Nagelberg, Dan  
**Phone/Fax** /  
**CPE** OFA/Candidate /1549 Sked C 8/4-8/17  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Calendar  
**Comments**

**Date Entered** 08/03/12  
**Last Modified** 08/03/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$36,900.00  
**Net Total** \$209,100.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Calendar Month**  
Aug. 2012 208 \$246,000.00  
**Grand Total:** 208 \$246,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/04-12-08/11/12	4	:30	6:58P- WHEEL OF FORTUNE WEEKEND							1		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/3/12
2.0	Normal Line / SPOT	08/04-12-08/11/12	4	:30	7:29P- JEOPARDY WEEKEND							1		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/3/12
3.0	Normal Line / SPOT	08/05-12-08/12/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/3/12
4.0	Normal Line / SPOT	08/05-12-08/12/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1	2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/3/12
5.0	Normal Line / SPOT	08/06-12-08/17/12	4	:30	9A- LIVE!	8	X	X	X	X	X			16	\$600.00	\$9,600.00	WJLA Arlington (WJLA)		8/3/12
6.0	Normal Line / SPOT	08/06-12-08/17/12	4	:30	10A- RACHAEL RAY	8	X	X	X	X	X			16	\$500.00	\$8,000.00	WJLA Arlington (WJLA)		8/3/12
7.0	Normal Line / SPOT	08/06-12-08/17/12	4	:30	10:58A- ABC-THE VIEW	8	X	X	X	X	X			16	\$1,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/3/12
8.0	Normal Line / SPOT	08/06-12-08/17/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	5	X	X	X	X	X			10	\$700.00	\$7,000.00	WJLA Arlington (WJLA)		8/3/12
9.0	Normal Line / SPOT	08/06-12-08/17/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	5	X	X	X	X	X			16	\$600.00	\$9,600.00	WJLA Arlington (WJLA)		8/3/12
10.0	Normal Line / SPOT	08/06-12-08/17/12	4	:30	12:57P- ABC-THE CHEW	8	X	X	X	X	X			16	\$700.00	\$11,200.00	WJLA Arlington (WJLA)		8/3/12

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11.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	3P-ABC-GENERAL HOSPITAL	3	X	X	X	X	X			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		8/3/12
12.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	3:59P-ANDERSON COOPER SHOW	3	X	X	X	X	X			6	\$1,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/3/12
13.0	Normal Line / SPOT	08/06/12-08/16/12	4	:30	6:59A-ABC-GOOD MORNING AMERICA	2	2	2	2	2				16	\$900.00	\$14,400.00	WJLA Arlington (WJLA)		8/3/12
14.0	Normal Line / SPOT	08/10/12-08/17/12	4	:30	6:59A-ABC-GOOD MORNING AMERICA						2			4	\$900.00	\$3,600.00	WJLA Arlington (WJLA)		8/3/12
15.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	12:02A-ABC-JIMMY KIMMEL	1	1	1	1	1	1			10	\$350.00	\$3,500.00	WJLA Arlington (WJLA)		8/3/12
16.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	20938-NEWS-ABC 7 NEWS @ 11P	4	X	X	X	X	X			8	\$2,400.00	\$19,200.00	WJLA Arlington (WJLA)		8/3/12
17.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	4988G-ABC-ABC NIGHTLINE	1	1	1	1	1	1			10	\$1,400.00	\$14,000.00	WJLA Arlington (WJLA)		8/3/12
18.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	20931-WHEEL OF FORTUNE	1	1	1	1	1	1			10	\$2,400.00	\$24,000.00	WJLA Arlington (WJLA)		8/3/12
19.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	20932-JEOPARDY	1	1	1	1	1	1			10	\$2,600.00	\$26,000.00	WJLA Arlington (WJLA)		8/3/12
20.0	Normal Line / SPOT	08/06/12-08/13/12	4	:30	7:57P-ABC-BACHELOR PAD	2								4	\$7,000.00	\$28,000.00	WJLA Arlington (WJLA)		8/3/12

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21.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	4:38P- NEWS-ABC 7 NEWS @ 5P	1	1	1	1	1	1			10	\$1,400.00	\$14,000.00	WJLA Arlington (WJLA)		8/3/12
22.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			10	\$1,200.00	\$12,000.00	WJLA Arlington (WJLA)		8/3/12
23.0	Normal Line / SPOT	08/04/12-08/17/12	4	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							1		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/3/12
24.0	Normal Line / SPOT	08/04/12-08/17/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @ 12N							1		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/3/12
25.0	Normal Line / SPOT	08/04/12-08/17/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @ 12N							1		2	\$550.00	\$1,100.00	WJLA Arlington (WJLA)		8/3/12

## CONFIRMATION CONTRACT

# New Order

**Media:** TV  
**Client:** Obama for America  
**Product:** Candidate Orders  
**Estimate:** 1549  
**Description:** OFA Sked C 8/4-8/17  
**Version:** 1

**Market:** Washington, DC  
**Demo:** Women 25+  
**Separation:** 30  
**Flight Start:** 8/4/12  
**Flight End:** 8/17/12  
**Survey:**

**Vendor:** WJLA-TV  
**AE:** Susan Petro  
**Phone:**  
**Fax:**

**Billing To:** GMMB  
 1010 Wisconsin Avenue, NW, #800  
 Washington, DC 20007  
**Phone:** 202-572-2852  
**Fax:** 202-338-2334

**Comments:**

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/4	8/11	Total Spots	Women RTG	25+ CPP
1	MTuWThF 9:00A-10:00A (LIVE WITH KELLY)	DT	\$600.00 C	30	8	8	16	✓	
2	MTuWThF 10:00A-11:00A (RACHAEL RAY<)	DT	\$500.00 C	30	8	8	16	✓	
3	MTuWThF 11:00A-12:00P (VIEW-ABC<)	DT	\$1,000.00 C	30	8	8	16	✓	
4	MTuWThF 12:00P-12:30P (ABC7 NWS AT 12)	DT	\$700.00 C	30	5	5	10	✓	
5	MTuWThF 12:30P-1:00P (MILLIONAIRE)	DT	\$600.00 C	30	8	8	16	✓	
6	MTuWThF 1:00P-2:00P (CHEW-ABC)	DT	\$700.00 C	30	8	8	16	✓	
7	MTuWThF 3:00P-4:00P (GENRL HOSPITAL<)	EF	\$1,600.00 C	30	3	3	6	✓	
8	MTuWThF 4:00P-5:00P (ANDERSON<)	EF	\$1,000.00 C	30	3	3	6	✓	
9	MTuWThF 7:00A-9:00A (G'D MRN AMR-ABC<)	EM	\$900.00 C	30	10	10	20	✓	
10	MTuWThF 5:00P-6:00P (ABC7 NWS AT 5)	EN	\$1,400.00 C	30	5	5	10	✓	
11	MTuWThF 6:00P-6:30P (ABC7 NWS AT 6)	EN	\$1,200.00 C	30	5	5	10	✓	
12	Sa 6:00P-6:30P (AVG, ALL WKS/ABC7 NWS AT 6)	EN	\$500.00 C	30	1	1	2	✓	
13	Sa 6:30P-7:00P (ABC-NWS SAT)	EN	\$500.00 C	30	1	1	2	✓	
14	Su 6:00P-6:30P (ABC NWS-SUN)	EN	\$1,000.00 C	30	1	1	2	✓	
15	Su 6:30P-7:00P (ABC7 NW AT 630)	EN	\$1,000.00 C	30	1	1	2	✓	
16	MTuWThF 12:05A-1:05A (J KIMMEL-ABC<)	LF	\$350.00 C	30	5	5	10	✓	
17	MTuWThF 11:00P-11:35P (VARIOUS)	LN	\$2,400.00 C	30	4	4	8	✓	

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/4	8/11	Total Spots	Women 25+ RTG	CPP
18	MTuWThF 11:35P-12:05A (VARIOUS)	LN	\$1,400.00	C 30	5	5	10		
19	MTuWThF 7:00P-7:30P (WHEEL-FORTNE<)	PA	\$2,400.00	C 30	5	5	10		
20	MTuWThF 7:30P-8:00P (JEOPARDY)	PA	\$2,600.00	C 30	5	5	10		
21	Sa 7:00P-7:30P (WHEEL-FORTNE W)	PA	\$800.00	C 30	1	1	2		
22	Sa 7:30P-8:00P (JEOPARDY-WKND)	PA	\$800.00	C 30	1	1	2		
23	M 8:00P-10:00P (BACHLRITTE-ABC)	PT	\$7,000.00	C 30	2	2	4		
Total Spots:					103	103	206		
Total GRP/GIMP(000):					0.0	0.0		0.0	
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots						
8/2012	\$244,900.00 - 206	\$0.00 - 0	\$244,900.00 - 206						
Total Gross Cost: \$244,900.00					Total Gross CPP: \$0.00				
Total Net Cost: \$208,165.00					Total Net CPP: \$0.00				



Thursday, August 2, 2012 8:53:26 am

Contract Start/End Date

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MADE GOOD  
CASH #10076  
Political Political (1088)  
1394-ORA Sheet C  
07/07/12-07/20/12  
2x SAT 120022005  
8/14/12/11 #550 each